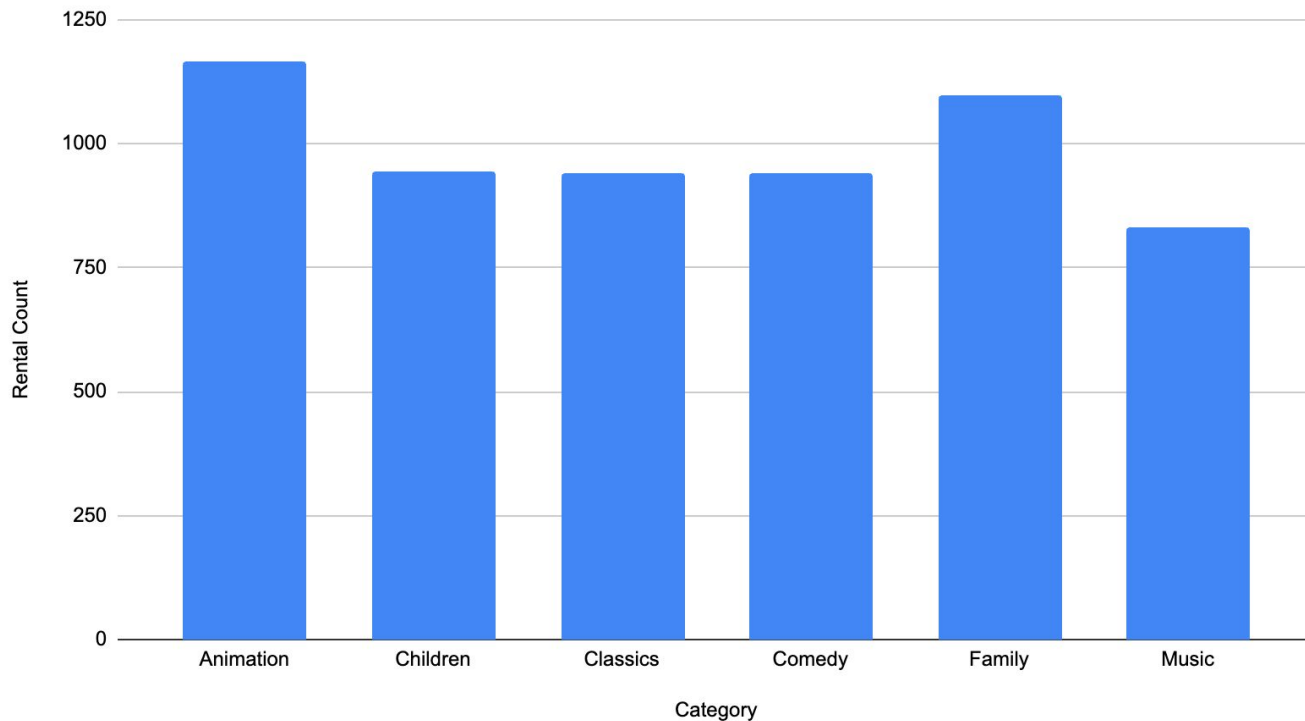


## Question 1: What are the Most Popular Family-Friendly Categories?

Rental Count by Film Category

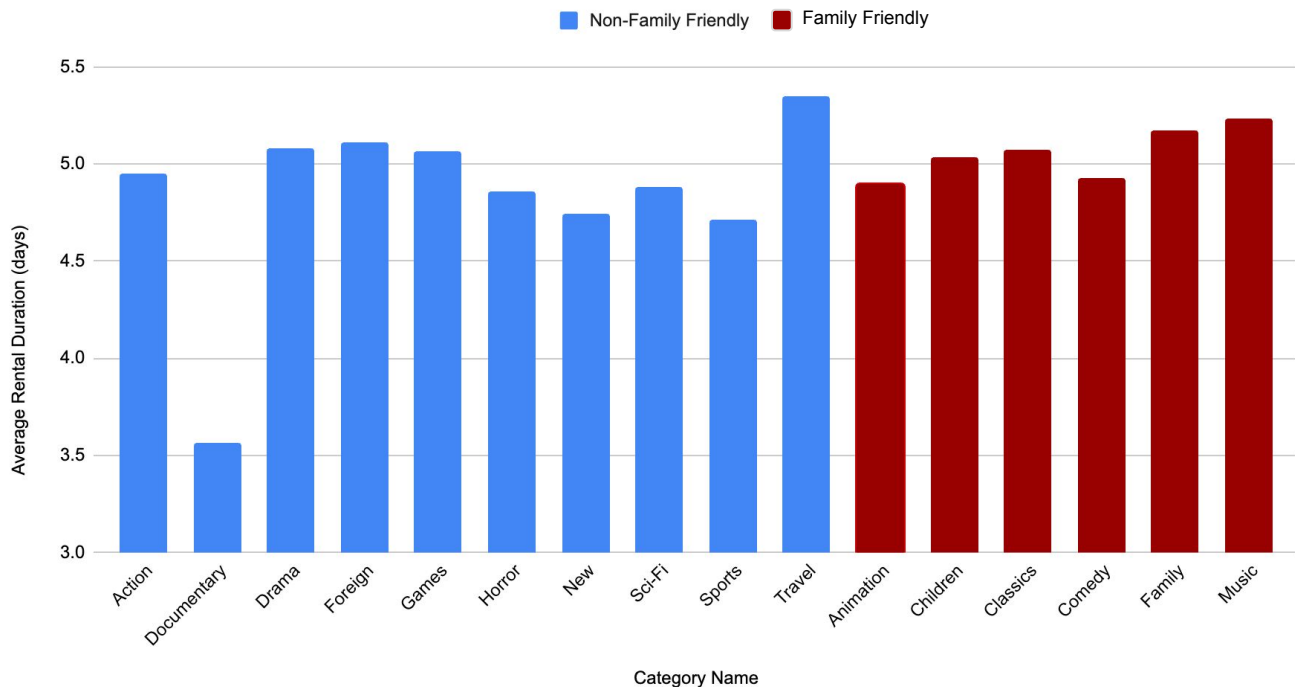


We can see that the Animation and Family genres are the most popular family friendly categories. Music is the least popular.

### Question 3: Are Family Friendly Movies Rented Longer Than Non-Family Friendly?

#### Average Rental Duration Across Categories

Non-Family Friendly and Family Friendly Categories

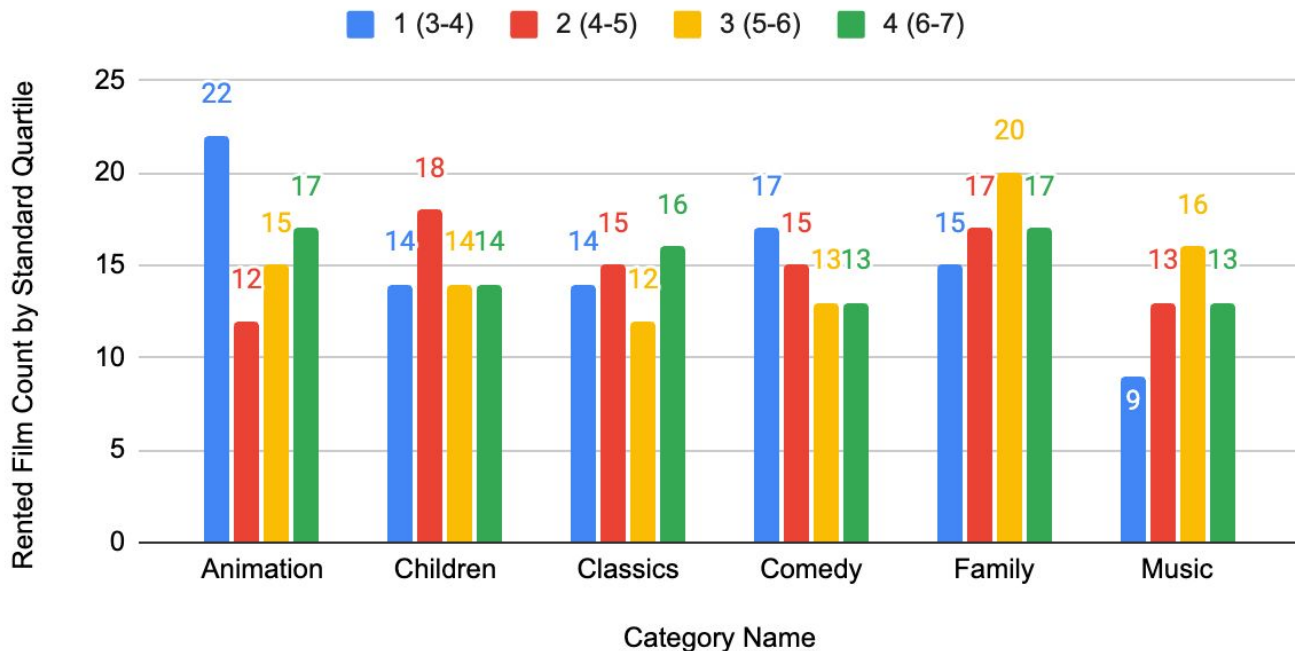


We can see that there is no large difference between the rental durations of the Non-Family Friendly and Family Friendly films. It is worth noting that documentaries have the shortest rental duration.

### Question 3: What is the Rental Duration by Film Category?

## Film Count by Number of Days Rental Duration

Grouped by Quartile

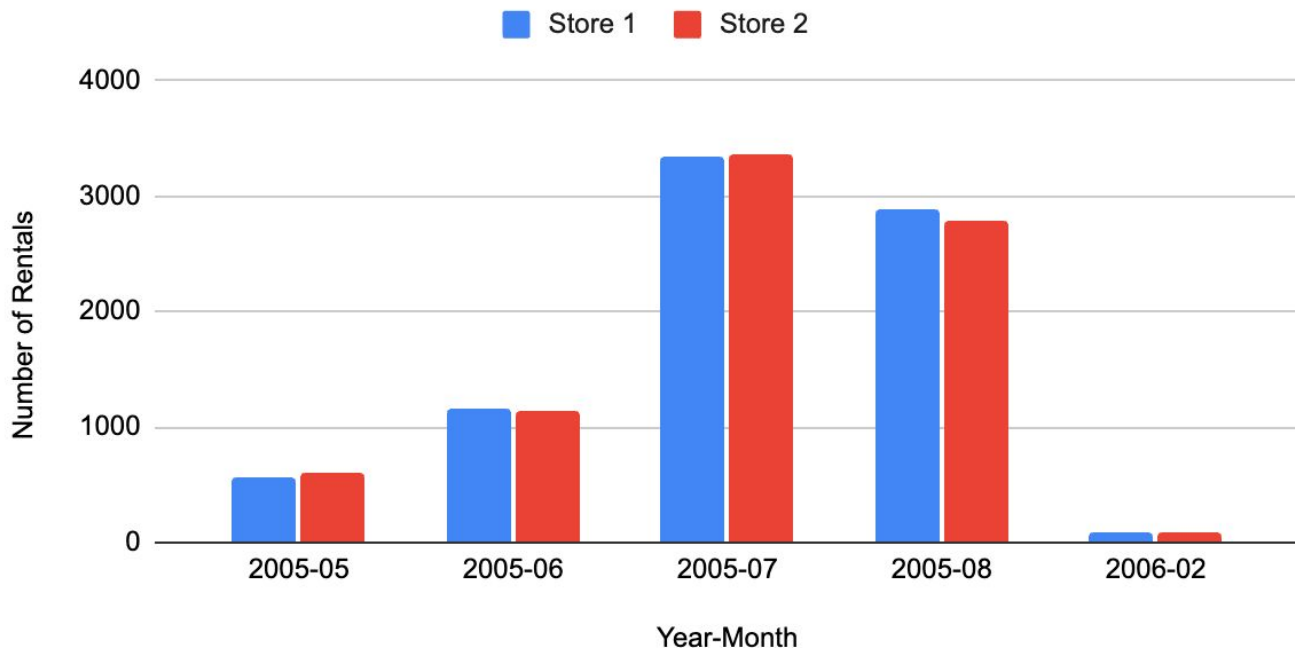


We can see that Animation and Comedy films are most often have the shorted rental duration.

## Question 4: How do the Stores Compare in Their Monthly Count of Rental Orders?

### Rental Count Comparison

Between Store 1 and 2



We can see that both Store 1 and 2 had nearly identical rental counts for the months shown.